PHILIP MORRIS, U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Section Directors (Region 7) **DATE:** November 23, 1988

FROM: D.H. Nelson

SUBJECT: Revised California Allocation -- Week of November 28

During the week of November 29, 1988, we will allow accounts in California only to purchase an additional 50% of an average week, over and above their 125% allocation currently in effect.

This offer is only good for the week of November 28, 1988. After that week, all aspects of our 125% allocation will remain in effect.

Inform your accounts that the additional 50% of an average week must be placed clearly and separately from their normal 125%. In addition, this incremental order must be made at one time, and no later than 12:00 p.m. EST Thursday, December 1.

If you have any questions, contact Don Bruno on ext. 3346.

base period mar-August

/lc

cc: B. Anderson
D. Bruno
L. Glennie
J. Henry
J. Kuhlman
S. Sabella
L. Zinski

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F.Y.I. and to be mentioned when appropriate in customer reports.

Source: https://www.industrydocuments.ucsf.edu/docs/hhwj0004